



1/17

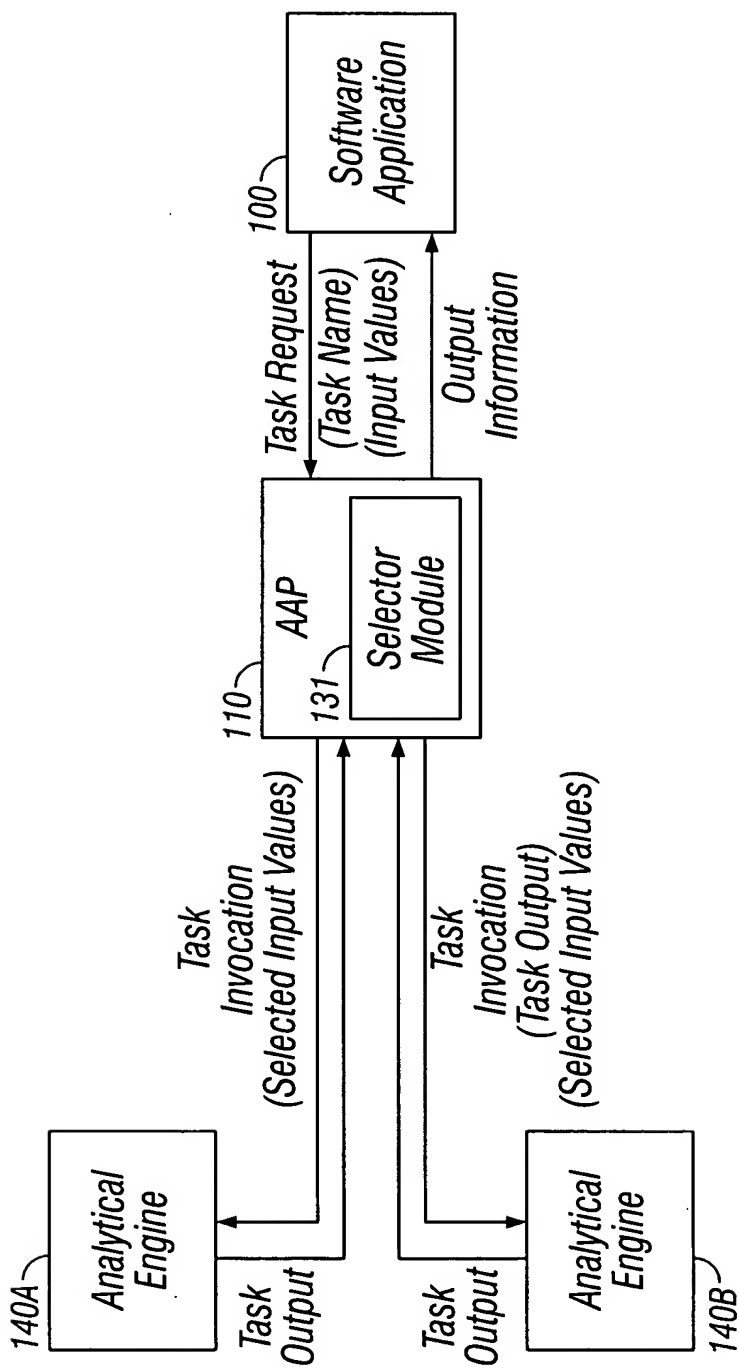


FIG. 1A

2/17

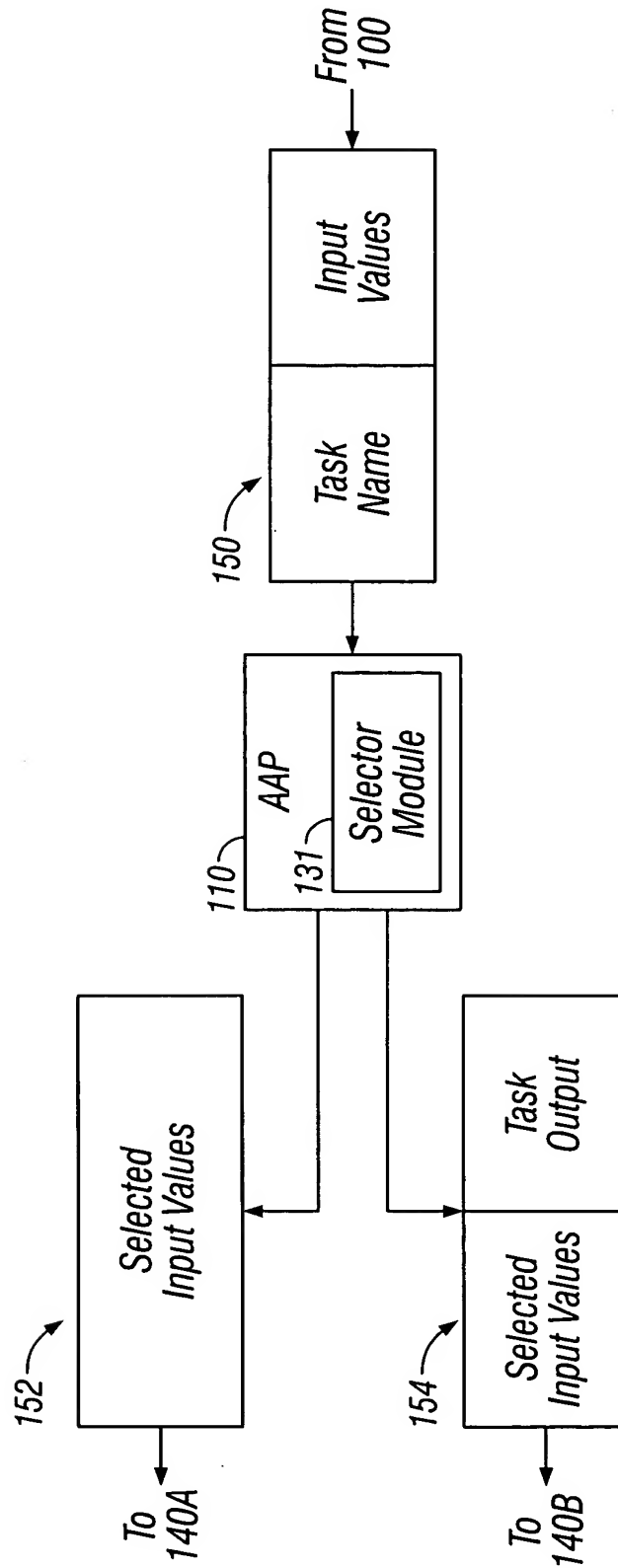
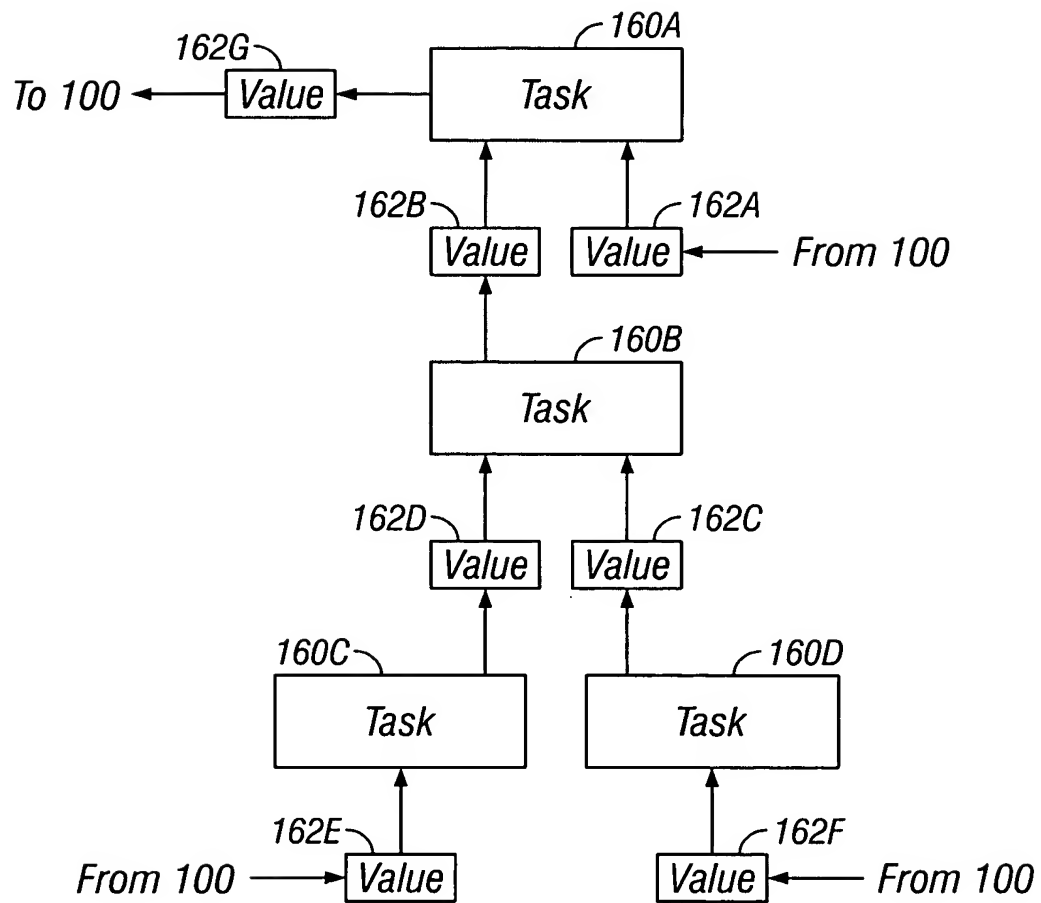


FIG. 1B

FIG. 1C



4/17

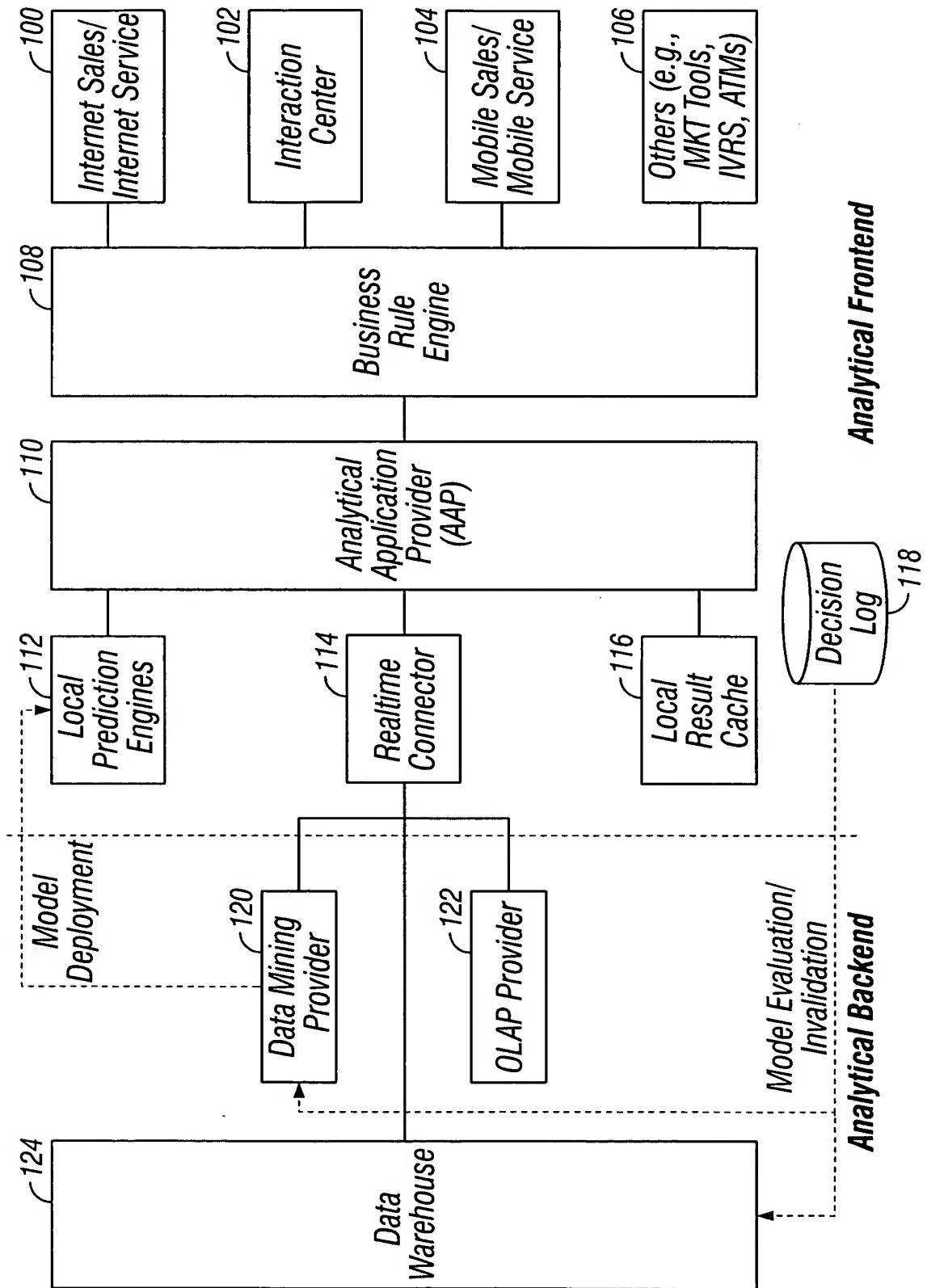


FIG. 1D

5/17

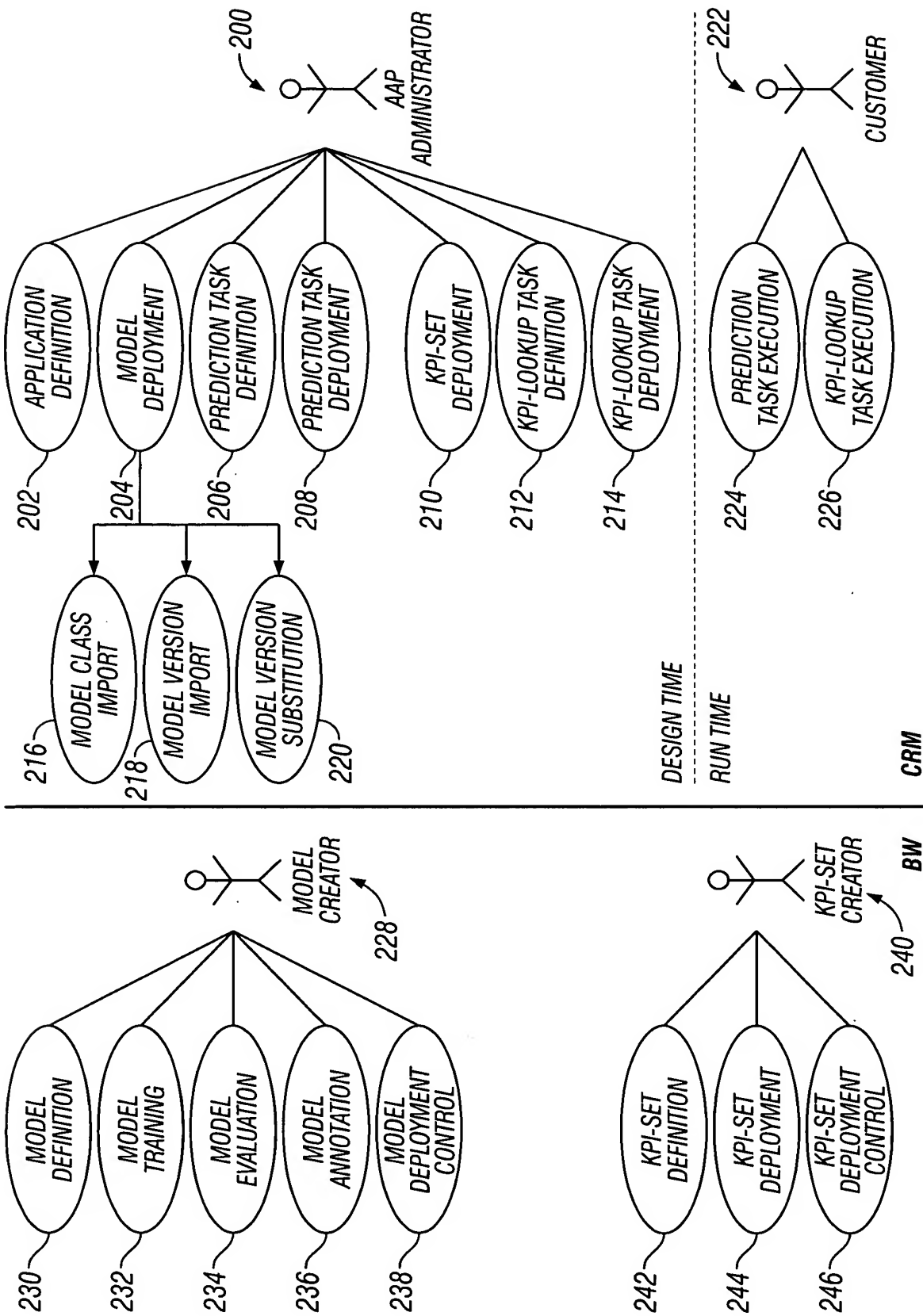


FIG. 2

6/17

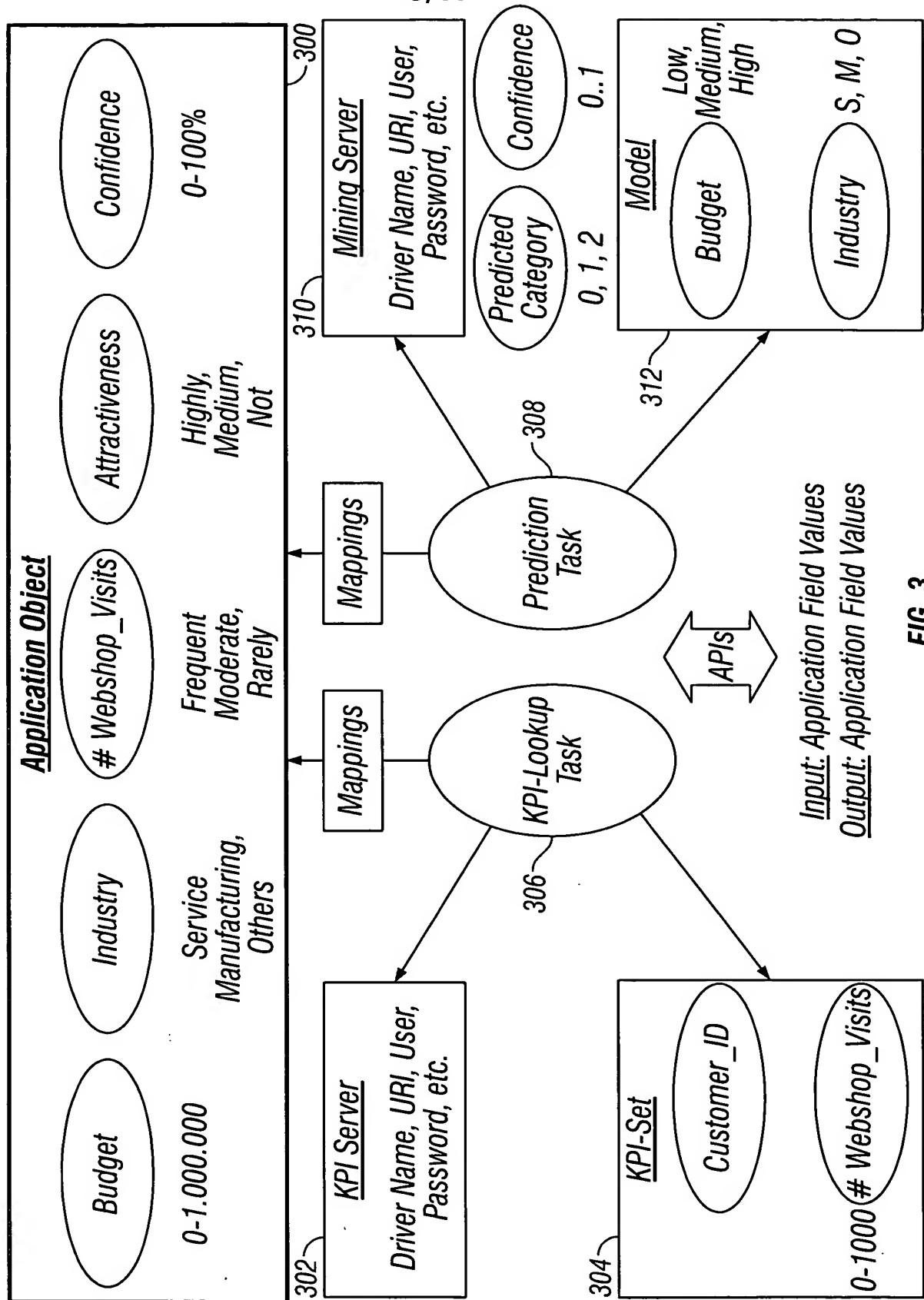


FIG. 3

7/17

400

Application Declaration

Application name: Internet Sales 402

Description: CRM Internet Sales Appl. 404

IMPORT METADATA.. 406

Application Fields:

Name	IN/OUT	Data Type
BIRTH_DATE	IN	Date
SHOPPER_GENDER	IN	String
CUSTOMER	IN	String
SHOPPING_CATEGORY	OUT	String
REVENUE_LASTYEAR	OUT	Real

408

410

CREATE PREDICTION TASK..

SHOW DEFAULT MAPPINGS..

412

CREATE KPI-LOOKUP TASK..

FIG. 4

8/17

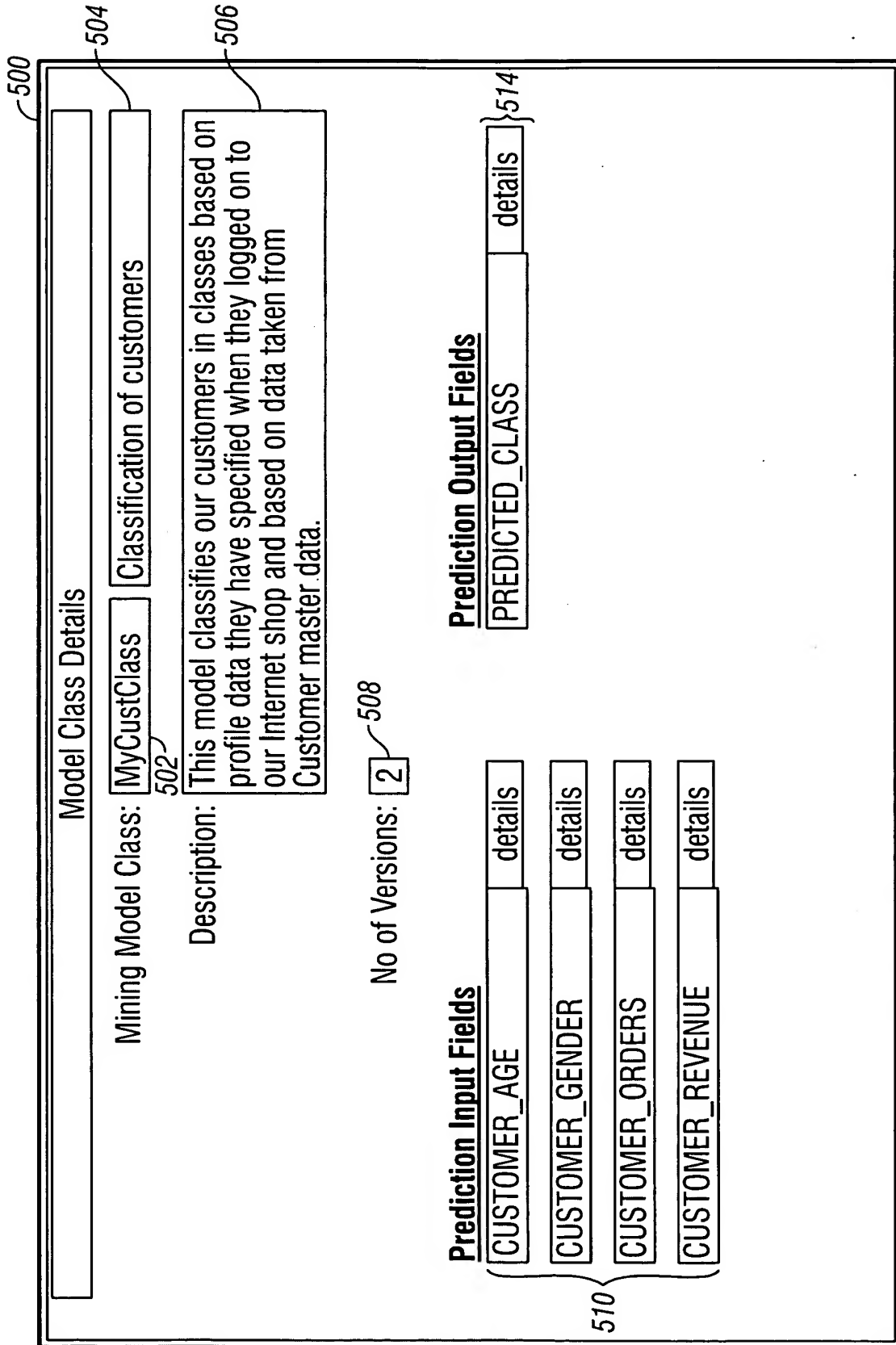


FIG. 5A

9/17

530

Model Version Details

Mining Model Class: 502MyCustClass 504Classification of customers

Version/Deploym. Time: 532WW_2001 534Classification of World-Wide Customers 2001

2 53614.02.2002, 06:30 538

Training Time: 54005.01.2002, 17:12 542Deployment by: Michael

Description: 544This version is based on a more accurate (cleansed) customer base as of 2001, and with the non-European customers added as compared to version 1.

Prediction Input Fields

CUSTOMER_AGE details

CUSTOMER_ORDERS details

CUSTOMER_REVENUE details

Prediction Result Field

PREDICTED_CLASS details 514

Supplementary Fields

CUSTOMER_GENDER details 548

VISUALIZE

SHOW PREDICTION TASKS 550

CREATE PREDICTION TASK 552

WHAT-IF TEST

REFRESH

546

FIG. 5B

10/17

600

Model Class: Field Details

Mining Model Class: 602

604

Classification of customers

Version: 606

608

Classification of World-Wide Customers 2001

Prediction Input Field: 610

612

Age of customer in years [1..200]

PMML Type: 614

616

NON-CYCLIC

Data Type: 618

Integer

Description: 620

This field contains the age of the customer in years [1..200]

FIG. 6A

11/17

630

Model Version: Field Details

Mining Model: My Mining Model 602

Version/Training Time: 2 634 14.02.2002, 06:30 636

Prediction Input Field: CUSTOMER_AGE 610 Age of customer in years [1..200] 612

Description: 640
This field contains the age of the customer in years [1..200].
In this version, the mean age of our customers is about 35
with only few customers younger than 20...

FIG. 6B

12/17

Prediction Task				
Prediction Task ID/Name:	IS_CUST_CLASS change			
Application:	Internet Sales change			
Mining Model Class:	My Mining Model change			
Version:	2 WW_2001 change			
Prediction Engine:	SAP_LocalPredServer change			
Prediction Input Field				
CUSTOMER_AGE	details	Value mapping	BIRTH_DATE	KPI
CUSTOMER_GENDER	details	Value mapping	SHOPPER_GENDER	KPI
CUSTOMER_ORDERS	details		5	KPI
CUSTOMER_REVENUE	details		REVENUE_LASTYEAR	KPI
Prediction Output Field				
PREDICTED_CLASS	details	Value mapping	SHOPPING_CATEGORY	
CONFIDENCE	details	Value mapping	-	
WHAT-IF TEST	DEFAULT MAPPING		UNKNOWN APPLICATION	

FIG. 7A

13/17

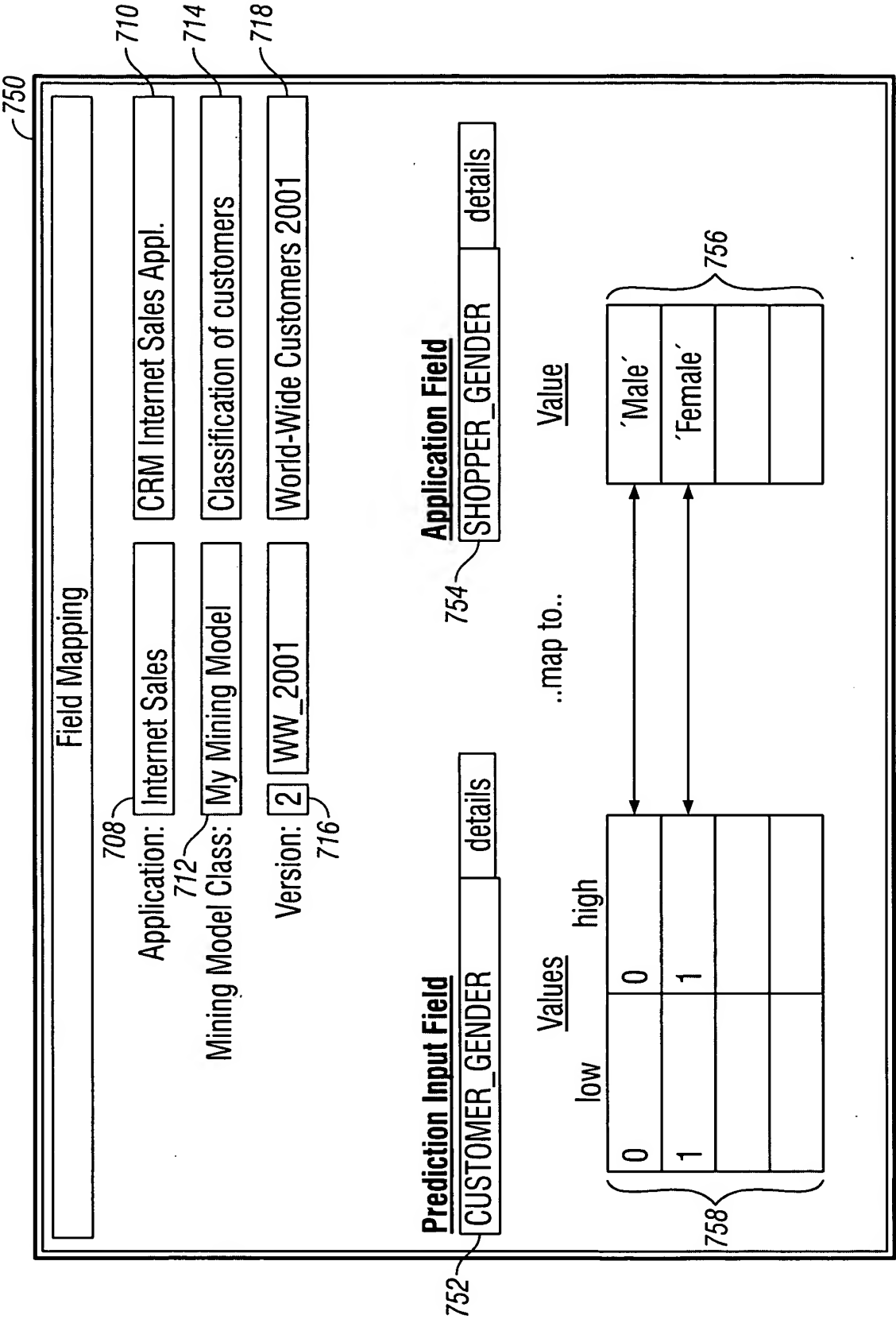


FIG. 7B

14/17

760

Help

Prediction Task

Name	ProcessComplainPred	Description	null
Created By	roydi	Created On	5/2/03 4:01 PM
Modified By	null	Modified On	null
Application	DemoApplication		
Model	ComplaintProcessor		
Prediction Server	LocalPredictionServer		

Field Mapping

Field	Field Type	Description	Application Field	Delivering Task
ACRM_BUY	Prediction Input	# of Purchases	ACRM_BUY	NoOfPurchases_LookupTask
ACRM_COMP	Prediction Input	# of Complaints	ACRM_COMP	NoOfComplaints_LookupTask
ACRM_INC	Prediction Input	Income	ACRM_INC	
ACRM_PVAL	Prediction Input	Product Value	ACRM_PVAL	
ACRM_SALE	Prediction Input	Sales	ACRM_SALE	
ACRM_VAL	Prediction Input	Customer Value	ACRM_VAL	CustomerValue_LookupTask
predictedCategory	Prediction Output	predictedCategory	ACRM_CS	
probability	Prediction Output	probability	ACRM_CS_PROBABILITY	

Save

Delete

FIG. 7C

15/17

800

802

KPI-Set Details

804

KPI-Set: REVPROF_2001

Revenue + Profit for Customers in 2001

806

Description: This KPI-Set contains the revenue and the profit for all customers in 2001

Source System/Object: J20

ZCRM_REVPROF

808

Key Fields

CUSTOMER_ID

TypeString

810

Key Fields

Revenue

Real

Profit

Real

Offline/Onlineofflineonline

812

CREATE KPI-LOOKUP TASK

814

SHOW DISTRIBUTIONS

SHOW KPI-LOOKUP TASKS

REFRESH

FIG. 8

16/17

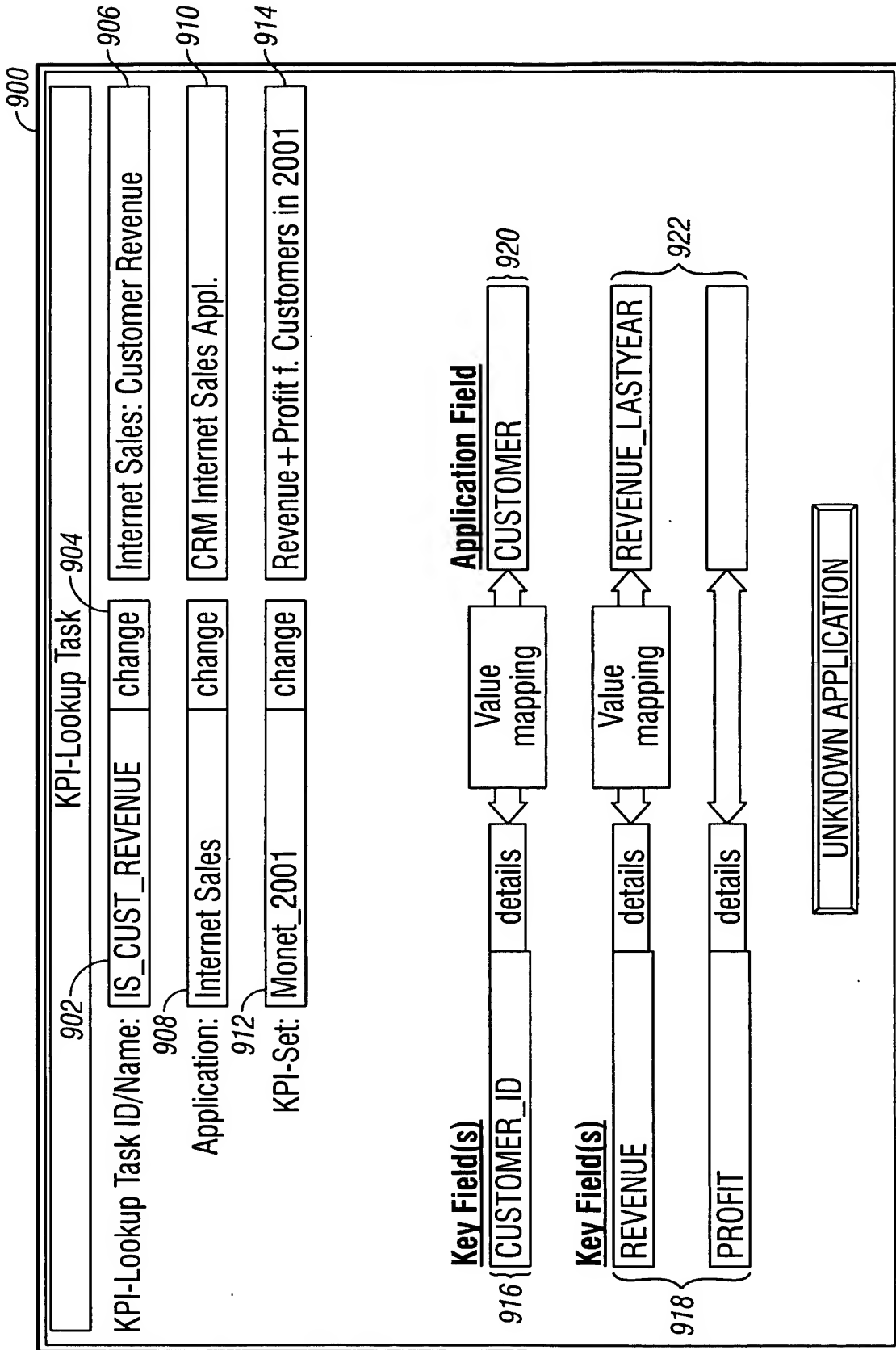


FIG. 9A

17/17

950

Help

KPI-Task

Name

NoOfPurchases_Lookup

902

Created by

kraiss

974

Changed by

kraiss

976

Application

DemoApplication

908

KPI Set

ZACRM_BPSET

912

906

Lookup:No. of Purchases

7/14/03 3:22 PM

970

7/14/03 3:22 PM

972

910

Demo Application

☐ LogActive

Field Mapping

952

954

956

958

960

962

964

KPI Set Field	KPI Field Type	Task Field Type	Description	Application Field	Preceding Tasks	Advanced Settings
ZACRM08PARTNER	Key Field	Input Key	Business Partner Number	CUSTOMER_ID		Change
ZACRM_BUY	KPI from ODS	Output KPI	Purchases	ACRM_BUY		Change
ZACRM_COMP	KPI from ODS	Output KPI	Complaints			Change
ZACRM_SALE	KPI from ODS	Output KPI	Sales			Change
ZACRM_VAL	KPI from ODS	Output KPI	Customer Value			Change

Save

Delete

FIG. 9B